



Kingsmead School



A PARTNER ACADEMY IN JOHN TAYLOR MAT

Head of School: Mrs M Mincher, Bsc, NPQH

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Dear parents,

I am writing to inform you about some extremely concerning behaviour that school leaders across the country are dealing with, and that some of our children are becoming involved in when they are on Tik Tok.

I know that you will be as surprised and disappointed as we are that a small number of our students are behaving in a very unkind and negative way on this social media platform. I wanted to urge you to have a conversation at home about the type of posts that your child is putting on this platform and those that they are looking at. We will be following this up with extensive assemblies and tutor time sessions on the safe use of social media after half-term.

We would like you to help us by reinforcing at home that any posts which are derogatory in nature about other students or staff will be treated in the most serious way. It is important that your child understands the basic law around libel and defamation when interacting with these platforms. They also need to understand that any posts that incite violence against others is illegal.

As a school we try to teach our children the values of RIME, in particular, being mindful of others. Whilst Tik Tok can be a platform for dance videos and fun, and sometimes informative, it is increasingly being used by people for extremely toxic behaviour which is damaging to both mental health and physical wellbeing.

I know that as parents you will want to keep your child safe, but if any of the following statements applies to your child, please have a conversation with them tonight and work with us to keep them all safe.

- Does your child get angry if you ask to look at their phone?
- Does your child guard their password?
- Does your child close down the screen when you go into the room?
- Does your child look concerned if you walk into their room and they are on the phone?
- Will your child let you look at their posts on Tik Tok and other social media platforms?
- Do you know where your child is in the evenings and at weekends?
- Do you know who your child's friends are?

If, after discussing this with your child, you find anything that concerns you, please contact k.greenwood@kingsmeadschool.net in the first instance who will offer support and guidance so that we can work together to protect our children.



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Further information:

- https://swgfl.org.uk/assets/documents/tiktok-checklist-2021.pdf?_=1638958429
- **Defamation** is a false statement made to a third party that causes damage to the reputation of another person. Defamation can be broken up into two types: slander and libel
- **Slander** is a false statement made through spoken communication (for example, giving a defamatory speech)
- **Libel** is a written or published false statement (for example, an online review or social media post)
- **Social media defamation** is a term used to describe content that is published to a social media platform that defames a person or business. This type of defamation is also commonly referred to as libel, cyber defamation, disparagement, character assassination, cyberbullying, and cyber harassment.

Thank you for supporting us with this very important issue.

Best wishes,



Maria Mincher

Head Teacher – Kingsmead School